

## Put Your Money to Work!

Now is the time to put your money to work by earning a great rate. Peoples State Bank's Super Saver account offers 5.00% annual percentage yield (APY)\*. Peoples increased the rate at the end of July for customers who have or will open a Super Saver account.

"This is an extremely competitive rate for our customers to take advantage of," said Jessica Brown, Peoples State Bank vice president and chief financial officer. "We've worked hard to give savers more reason to put money away—and a good reason to begin saving for those who don't have a savings account."

Peoples Super Saver account pays 5.00% APY on your balance up to \$15,000. But you must have a Peoples Edge Checking, Peoples Edge Plus Checking, or Peoples Balance Banking account and arrange a monthly automatic transfer from that checking account to the Super Saver account.



To take advantage of the higher interest rate, you should revamp your monthly budget, see where to make cuts, and reallocate those funds into the Super Saver account.

"We've all heard the phrase to 'let compound interest work for you' when saving money,"

said Brown. "If you can continue to add to your Super Saver account while letting the higher interest rate compound over time, you'll have a much bigger nest egg."

*\*Some restrictions apply. Annual Percentage Yield (APY) is accurate as of 7/28/2023. 5.00% APY on your balance up to \$15,000. Must have a Peoples Edge, Edge Plus, or Balance Banking account with a monthly automatic transfer to the Super Saver account. \$200 minimum daily balance to avoid \$5 monthly service fee. Rate is variable and could change after the account is opened. Fees could reduce the earnings on the account.*



SCAN ME

## Home Potential Equity Loans

Do you have winter-time home repairs or remodeling ahead of you? Consider a Peoples State Bank Home Potential Equity loan or line of credit.

A Peoples' Home Potential Equity Line of Credit allows you to borrow up to 100% of the appraised value of your home after subtracting what you still owe on the home's mortgage.\*



Apply Now!

A Peoples' Home Potential Equity Loan includes an option to borrow up to 125%\* of the appraised value of your home—minus the outstanding mortgage—for qualified home improvement projects. A Peoples mortgage lender can help you determine if your home improvement project qualifies.

Begin the process online at [bankpeoples.com](http://bankpeoples.com), stop by a convenient location today, or scan the QR code to begin. Put your home's equity to work today!

*\*The interest on the portion of the credit extension that is greater than the fair market value of the dwelling is not tax deductible for Federal income tax purposes; and the consumer should consult a tax advisor for further information regarding the deductibility of interest and charges. Peoples Home Potential Equity loans and lines of credit are subject to approval.*

## Setting Up an Emergency Fund

An emergency fund is a safety net that can help you cover unexpected expenses without breaking your budget or taking on debt.

- Setting aside cash for unexpected events is essential for long-term stability and can also give you peace of mind.
- The rule of thumb is to save at least three months of living expenses in an emergency savings fund—better if you can save six months.
- The amount of emergency cash you should budget for depends on your lifestyle, committed expenses, household size, and income.

For this example, we'll assume you want three months of your monthly living expenses set aside for an emergency. If your monthly expenses are \$2,000, you'd need \$6,000 in an emergency fund. Building that fund will take you 36 months of saving \$167.

It's wise to save the money in a separate account to avoid the temptation of dipping into it. Here are a few great options for storing emergency money.

- **High-Yield Savings Account:** This type of savings account will allow you to access your money quickly in an emergency and offers better interest rates than a typical checking



account. Check out the features of the Peoples Super Saver account.

- **Money Market Account:** A money market account offers steady savings returns and easy access to your money. You can earn interest based on national market rates, compounded and credited monthly. Check out the features of the Peoples Advantage Money Market account.

Remember that these different savings options should be reserved for emergencies. A fully funded emergency savings account allows you to deal with problems level-headedly and helps you avoid high-interest loans (like payday loans) or racking up credit card debt. This approach will financially and emotionally enhance your lifestyle, giving you peace of mind when needed.

## College Financial Aid Basics

Undoubtedly, the cost of higher education can be overwhelming for students and their parents. Many colleges and universities charge more than \$10,000 per year to attend. The federal government has a form you can fill out for free to see if your student may be eligible for federal, state, and college/university student aid. It's one form that provides access to potential funding from various sources. It's the Free Application for Federal Student Aid (FAFSA).

According to the U.S. Department of Education's National Center for Education Statistics, 84% of full-time, first-time undergraduate students received financial aid in the 2018-19 school year. The assistance comes from grants, loans, tax credits, and work-study programs. So, how do you begin this process? Fill out the FAFSA form and submit it to start the quest for higher education. Don't assume you can't afford a college education. The FAFSA opens the door to various financial aid opportunities.

There are some essential pieces of information that you'll need to know to fill out the FAFSA. The form requires tax information for the two years prior for the student and parents. Filling out the form online is easy. You'll also need to create an account on the Federal Student Aid website. You can retrieve your IRS data to populate the form automatically using the online FAFSA form. Additionally, you'll need ID information and bank statements.

## Follow Peoples on Social Media



Do you want to stay in "the know" about happenings at Peoples State Bank? Follow us on social media channels like Facebook and LinkedIn.

You can find out about special happenings, like when we expect our 2024 Peoples calendars to be available (hint: sometime in mid-November) or when we give away free hats to veterans around Veterans' Day.



# AUTOBOOKS TAP TO PAY ON IPHONE HELPS BUSINESSES

Businesses can accept contactless payments on your iPhone with Tap to Pay on iPhone using Autobooks and the Bank Peoples app.

With Tap to Pay on iPhone and your Bank Peoples mobile banking app, you can accept all types of in-person, contactless payments, right on your iPhone — from physical debit and credit cards, to Apple Pay and other digital wallets — with no extra terminals or hardware needed.



**Get paid on the go — or anywhere you set up shop.** Tap to Pay on iPhone allows you to run your business or nonprofit from anywhere.

It's easy to get started. All it takes are a few simple steps:

1. Open your mobile banking app on your iPhone and enable Tap to Pay on iPhone.
2. Enter the amount to be paid, then present your iPhone to the customer.
3. Your customer holds their card or device at the top of your iPhone over the contactless symbol.
4. When you see the "done" checkmark, the transaction is complete.

Ready to accept your first payment with Tap to Pay on iPhone?

With iPhone in hand, log into your Bank Peoples mobile banking app, and follow the steps above. It's easy, secure, and private.

## Have a question?

Contact the Peoples Treasury Management team for more information on Tap to Pay on iPhone and Autobooks and how it can help you and your business.



treasurymanagement@bankpeoples.com  
OR 888.929.9902 and ask for Treasury Management

# Protect Your Business From Fraud

Business fraud has been on the rise for the past few years with no sign of slowing down. In the digital age that we live in, it is as vital as ever for businesses, both big and small, to have precautions in place to protect their finances. Here are our best five tips for protecting your business from fraud.

1. **Create Strong Passwords** - Use long passphrases wherever applications and websites allow. The longer, the better, as lengthy passphrases are much more difficult for hackers to crack!
2. **Update Your Computer Programs Regularly** - Having the latest update can help ensure you don't have a hole in the security of a program.
3. **Be Careful with Email and Instant Messaging** - You should never click on a link that you were not expecting to receive or when you don't know where it originated from in an email or instant message.
4. **Educate Your Employees** - By training them on effective ways to prevent fraud, your IT staff will not have to react to bad decisions made by employees.
5. **Use Positive Pay/ACH Blocks & Filters** - These great tools help detect check and ACH fraud.

You can learn more about protecting your business from fraud by speaking to a Peoples commercial banker. Stop by a bank location or call 888.929.9902 to speak to one today.

# Accept payments - Anywhere. Anytime.

Autobooks helps Peoples State Bank's business and non-profit customers manage *their* money.

Learn more at [bankpeoples.com/autobooks](https://bankpeoples.com/autobooks)



autobooks

Peoples  
STATE BANK

SHOP LOCAL



Locally owned and operated since 1990, Pro Motor Sports provides repair service for ATV, snowmobile and motorcycles. Pro Motor Sports also sells aftermarket parts and accessories and OEM parts for ATV, snowmobile and motorcycles. We stock normal wear & tear items such as tires, oil, filters, spark plugs and belts to keep your machines running great. We also sell helmets, winter apparel, and custom Motor Trike kits. Pro Motor Sports is proud to have served north central Wisconsin for more than 33 years and looks forward to serving the Wausau and surrounding areas for many years to come.

**Pro Motor Sports**  
5900 N 32nd Avenue • Wausau, WI 54401  
715.675.0822

**Hours of Operation**  
Monday-Friday – 9 a.m. to 5:30 p.m.  
Saturday – 8 a.m. to Noon



Our guests appreciate the tranquil environment we offer, where we focus on their individual hair needs and then deliver superior results.

**Maggie's Studio**  
1124 Merrill Avenue, Suite C  
Wausau, WI 54401  
715.675.3230

**Maggie's Hours of Operation**  
Monday – 9 a.m. to 1 p.m.  
Tuesday – 8 a.m. to 5 p.m.  
Wednesday – 8 a.m. to 5 p.m.  
Thursday – 10 a.m. to 7 p.m.  
Friday – 8 a.m. to 3 p.m.

**Hanna Nicole's Hours of Operation**  
Monday - 9 a.m. to 2 p.m.  
Tuesday - 10 a.m. to 9 p.m.  
Wednesday - 10 a.m. to 9 p.m.  
Thursday - 9 a.m. to 2 p.m.  
Friday & Saturday - By appointment only  
Contact Hanna: 715.302.8481

Want to promote your business in PeoplesTalk?  
Email us at [etalk@bankpeoples.com](mailto:etalk@bankpeoples.com)

PUMPKIN WHITE HOT CHOCOLATE

DIRECTIONS

1. Place milk, pumpkin puree and pumpkin spice in a small sauce pan. Heat over medium heat until it starts to simmer.
2. When it starts to simmer, add the white chocolate chips and stir until they are melted.

*I have an electric stove, so I turn off the heat and leave the pan on the burner to melt the chips. If you have a gas stove, turn the heat down to low to melt them.*

Let cool slightly and enjoy!

*Recipe by Koti Beth on kotibeth.com*

Make sure to submit your favorite recipe to:  
[etalk@bankpeoples.com](mailto:etalk@bankpeoples.com)



INGREDIENTS

- 1.5 cups milk
- 1/2 cup pumpkin puree
- 5 tablespoons white chocolate chips or 2 ounces white chocolate
- 1/2 teaspoon vanilla extract
- 1/2 teaspoon pumpkin spice